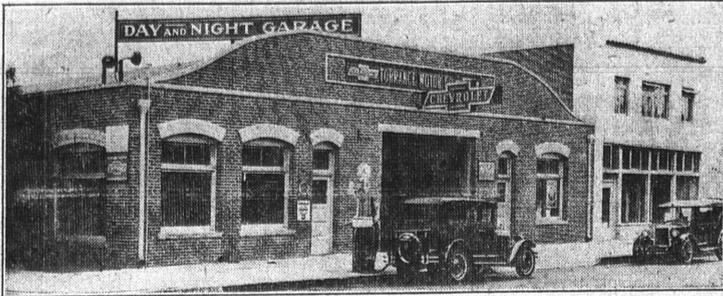


Live Where You Work and Then Buy Where You Reside

Chevrolets and Service Hanson's Hobbies



Day and Night Garage Spacious Quarters
—Photo by La Plante

The authorized Chevrolet dealers' show room and service station for the Torrance district is located in the Day and Night Garage, 1606-S Cabrillo avenue.

This agency under the efficient management of Jack Hanson is one of the most popular automobile establishments in the district. The popularity of the establishment can be attributed both to the genial personalities of Mr. Hanson and his entire force, and to the outstanding quality of the "Smoothest Chevrolet Ever Built."

The constant increase in popularity of the Chevrolet year after year has been greatly accelerated this year by the new and improved automobile that has been made possible at its price through quantity production. The Chevrolet factory is the largest producer of gear shift cars in the world, a position of eminence thrust upon them by the automobile-buying public.

If the slogan, "For Economical Transportation—Chevrolet," has ever been true—and it is substan-

tially borne out by the word of owners and further attested to by the increasing sales—it most assuredly is true in this year's masterpiece in low-priced automobiles. The Chevrolet is not a cheap automobile; it is a real automobile, both in appearance and in its high quality, offered at a low price, due to its enormous sale making all of the manufacturing saving possible only in quality production. Many very competent judges of automobile values say today the Chevrolet has reached its highest perfection and greatest value that will be possible at its price.

The Day and Night Garage, which is operated by Mr. Hanson, is one that is most completely equipped, not only to service the Chevrolet, but to properly repair all makes of cars, and in addition to the shop equipment it is manned by a force of workmen who are competent, experienced workmen in their individual lines. This garage is not only prepared to make all and every repairs, but is prepared as well to do all kinds of automobile

welding, machine work and electrical work.

A feature of the unusual service this garage offers the autoist is a 24-hour towing service, every day in the year.

Aside from the high class Chevrolet service of this garage, all makes of autos are repaired and tuned up. A full line of replacement parts for all standard makes of cars is carried so there need be no delay in making repairs and replacements here on any standard make automobile.

A large line of accessories, tires and parts are carried, and batteries are both sold and serviced.

The garage does a large storage business, storing cars by the day, week or month at prices that are most reasonable.

Jack Hanson is not only one of the best known automobile men in this district, but is as well one of the real citizen assets of the Torrance community. Though a busy man, he can always find the time to assist in any movement that is for the benefit of the community.

Hoffman's Shoe Store, Repair Dept. Well Known in Torrance



Interior of Hoffman's Store and Shop
—Photo by La Plante

One of the small industrial establishments of the Torrance community that has established a reputation for the first-class work that it does for its customers is the shoe repairing business owned and operated by David Hoffman at 1320 Sartori avenue.

Mr. Hoffman is a workman in his chosen line who is recognized as a man having unusual ability and as having the best interest of his customers uppermost in his mind at all times. When work is brought to this shop for repair Mr. Hoffman will always tell the customer not only the price that the work will be, but will advise the customer as to whether the work to be done is justified in additional wear and improved appearance that the work to be done will afford the customer.

Mr. Hoffman has equipped his shop with the most improved appliances that will assist in making the work turned out here either better in quality or will reduce its cost to the customer. Mr. Hoffman will never use any but the

best leather and materials in making repairs, as experience has shown him it is not true economy to use substitutes that, though they may lessen the cost, will not afford the same satisfaction as will the use of the best materials. His business has been built on the satisfaction of his every customer.

In addition to the high-class repair department, Mr. Hoffman has put in a complete stock of new shoes of the better kind. Not shoes that sell at the highest prices, but shoes that are made of such materials and of the kind of workmanship as is the greatest assurance of long wear and permanently good appearance. Mr. Hoffman has studied the art of fitting shoes, so that he may be able not only to fit his customers as to afford them comfort, but in such manner as to help correct any foot troubles such as are due to incorrectly fitted shoes. You can not only have shoes that give your feet a good appearance, but you can have foot comfort as well if your shoes are fitted by David Hoffman.

Refined Service at Stone and Myers



Stone and Myers Undertaking Parlors
—Photo by La Plante

We realize at the outset of this article the utter impossibility of conveying in type the kindly feeling the people of the Torrance community hold for the members of the firm of Stone and Myers, the morticians of Torrance and Lomita.

The establishment and reputation of this firm has been built up under the personal management and supervision of Messrs. Stone and Myers, who are licensed embalmers and men of long experience in this most exacting profession. Messrs. Stone and Myers are men possessing a personality impressive to all with whom they come in contact. In personality and largeness of feeling they are peculiarly fitted for undertaking the exacting profession they have chosen for their life work. In the great num-

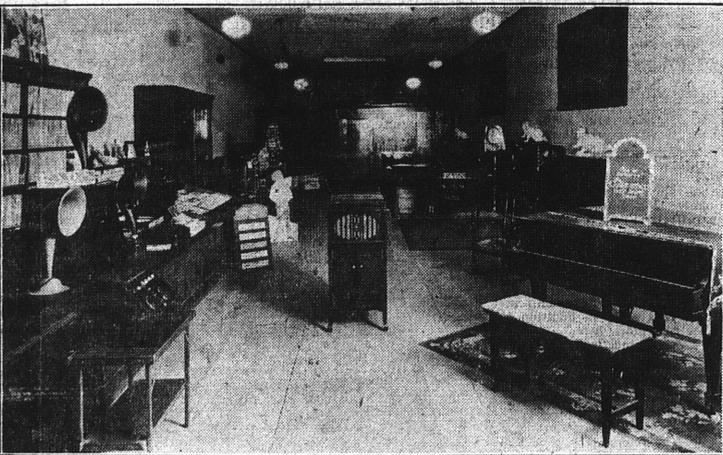
ber of cases where our readers have called upon them to exercise their profession none but the kindest of feeling and highest praise have been given in their comments. It seems to be one of their greatest satisfactions to be able, through their efforts, to assist their fellow-men without thought of fatigue or money return to them. Their establishments at Torrance and Lomita are both fine funeral homes and offer all those conveniences that are so appreciated at the time of their need.

Their equipment is of the finest and most modern kind. It is the aim of Messrs. Stone and Myers to extend the nearest to perfect service that is possible, and the universal comment is an acknowledgment that the service has met with

every expected requirement.

In making this reference to the establishment of Stone and Myers we believe we are referring to institution that by reason of their exceptional service have been the means of aiding many people by their existence and accommodation. This is a concern that will conduct a funeral or an interment satisfactorily, and if it is desired will take full charge of the arrangements and conduct these ceremonies to the full satisfaction of the bereaved ones. It is a well known fact with the people of this community that when a funeral or interment is entrusted to Stone and Myers it will be carried out in every detail in a pleasing manner, such as to give full respect to the departed one.

Gardner Music Store Credit to Torrance



Tasty Interior View of Gardner Music Store
—Photo by La Plante

In the Gardner Music Company establishment, located at 1325 Sartori avenue, the people of Torrance have a complete and modern piano and music house. To show that the people of the community appreciate this fact it is but necessary to recall the fact that the patronage of the establishment has been such that Mr. Gardner, in order to properly handle the large and increasing business of the Torrance store, deemed it advisable to close a store he was conducting in a neighboring city and devote his entire time to the Torrance store. This is but another instance illustrating the growth and prosperity of the Torrance district and illustrating the further fact that the people of this district show their appreciation in trade of those Torrance establishments which extend satisfactory service.

The Gardner Music Company business has been built in the Torrance district to its present eminence in but little over a year. The business has been built on exceptional merit. The active owner and manager of the establishment, Mr. Gardner, is conceded to be a man of unusual ability in his chosen line and is one who has been most careful in his methods to build a feeling of confidence and trust for his store in the mind of every customer. These methods have resulted in a large volume of personally selected stock. Mr. Gardner is in the city of Torrance and the surrounding community as large a proportion of musical merchandise as has been sold by any establishment in a like time and in a community of the same number of inhabitants.

The instruments and musical merchandise that are offered by this store are a personally selected

stock and are such that Mr. Gardner and the reputation of his store are willing to stand behind them. The store is prepared to meet the wants of the people in all manner of musical merchandise and is headquarters for the Gulbransen Pianos, Brunswick Phonographs, Buescher and York Saxophones, Fada Radios, and sheet music and records. Mr. Gardner handles exclusively in his stock nationally known merchandise that is sold at a standard price.

Mr. Gardner is prepared to sell his goods on the most reasonable credit terms to responsible people. It is such men and business places as are these that make up such desirable communities as the Torrance community. Mr. Gardner is in every respect entitled to the trade and support he enjoys. He is a good citizen and one always ready to do his part toward making this a bigger and better home city.

Bert Sharon Has Modern Cleaning, Dyeing Business

Firm Well Known for Courtesy, Promptness and Quality Work

The Torrance Cleaners and Dyers establishment, owned and operated by Bert Sharon, located at 1915 Carson street, is one of the busiest and most up-to-date establishments of its kind in this part of the country.

The present business of this establishment has been built up to its present position of preference and eminence by the close personal attention and conscientious effort of its proprietor, Bert Sharon, to not only give his every customer complete satisfaction, but that class of work that has made each customer a friend and booster for the establishment.

The management of this establishment has always borne in mind the fact that the business can not grow without not only holding its customers but must also make the customer a satisfied one who at every opportunity is pleased to recommend its work and moderate prices to their friends as well. And even with this feeling accomplished Mr. Sharon does not sit down and wait for his customers to come in. He goes out and sees the customers, gets their work, brings it in, and when it is properly attended to returns it, and goods are always returned not later than the time they are promised. So that it has become a well known fact to the customers of this establishment that they will here not only receive the best of work but the best and most prompt service that so much adds to the satisfaction of trading with the Torrance Cleaners and Dyers.

This shop and its entire personnel is at the command of the customer every hour of the working day. It is but necessary for the customer to telephone 136-W to receive the most prompt and courteous attention.

The plant of this establishment has been equipped with the latest and best appliances for handling its highly specialized work, and it has the further advantage of a experienced force of workers who are known to be experts in their various lines of work. Cleaning and dyeing work of all kinds is successfully handled here, and in addition to this work a department is maintained for handling all kinds of alterations and repairing that is found to be necessary to maintain good appearance and usefulness of the goods handled.

Bert Sharon has not only proven himself a good business man, but a citizen asset as well. The prominence of Torrance as a desirable trade center can be attributed to such business men as he.

Lewis Ripple Has Built Brisk Trade in Torrance Area

One of the mercantile establishments that has never failed to meet the expectation of the people of the community is the Lewis Ripple store, located at 1927 Carson street.

This business is owned and under the personal management of Lewis Ripple, who gives his personal attention to the conduct of the store. There are few establishments in the Torrance community that number so many wage earners as their regular customers and friends. This condition is due to two reasons. The first and most important one is the liberal treatment the establishment accords every customer, and to the fact that stock of furniture and home furnishings is carried to meet the desire of customers at prices which, for quality considered, are the very lowest obtainable.

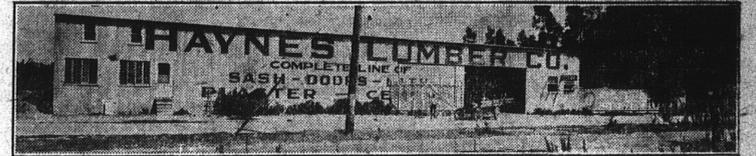
Mr. Ripple features most prominently California-made goods, giving preference where quality and price are equal to the goods manufactured in Southern California. It has been found that by this effort he is more often enabled to offer his customers a greater value at the selling price than is to be had in like goods manufactured in the east, thus not only giving the customer better value for their money but also helping to maintain the prosperity of the home district.

Mr. Ripple offers his customers opportunity to exchange their old furniture for new, allowing a fair value for the old furniture on the purchase of the new. As a result of this he is able to offer his customers who desire to purchase used furniture most economical values on attractive used and rebuilt furniture.

Whether the want may be for the simplest in furniture or the most elaborate, it can be met by Lewis Ripple at prices that are always found to be the most reasonable. Mr. Ripple has arranged with the furniture manufacturers of Los Angeles that permits him to take his customers to the factory stocks of the furniture that it may happen he does not have in stock at his store. This arrangement in its working helps Mr. Ripple to sell his goods at a lower price than would otherwise be possible. It permits him to offer his customers anything in the furniture line that is manufactured on the coast, which is synonymous with saying anything in the furniture line that is manufactured in the country. And with this service it is not necessary for him to have so much money tied up in stock, upon which interest must be earned, and this large item of savings is reflected in the prices he is able to make on his entire stock.

It is such business places as this and to such business men as Lewis Ripple that the evidence of the permanent growth and refinement being shown in the Torrance community today are directly attributable. Mr. Ripple and his store are daily contributing to the popularity of Torrance, and it affords us considerable pleasure to devote this space in our edition to a recognition of the value to the community of such business men and attractive stores as he.

Haynes Lumber Co. Helps Build Torrance



It Takes Lumber to Build a City
—Photo by La Plante

One of the concerns that is helping to make it easy to maintain the growth of Torrance and the country surrounding this city is the Haynes Lumber Company, the yards and office of which are located at 1752 Border avenue.

Mr. A. J. Haynes, the owner and active manager of the company, recently purchased the interest of Mr. E. E. Lehman, who has been associated with him for the past two and one-half years.

Mr. Haynes is a lumber man of long experience, who by his study and close application to the conduct of the business has greatly assisted in making it possible for the people of this district to have their wants filled at prices that have saved many dollars to them. He has made a practice of figuring all sales at a close margin, depending on a large volume of business to make his profit adequate. The business of this company has grown apace with the growth and development of Torrance and the

surrounding district. This fine showing is directly attributable to the personality and able effort of A. J. Haynes.

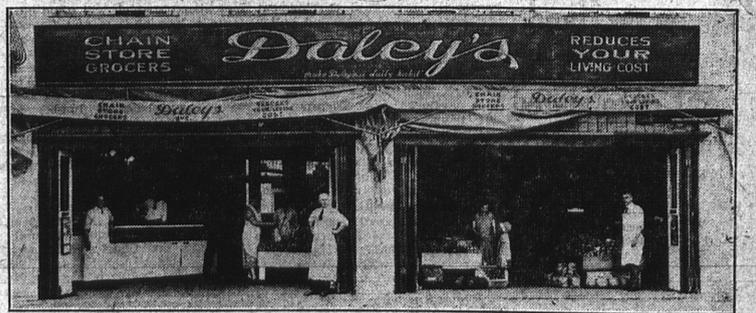
The stock of lumber carried by the Haynes Company is an extensive one, covering all of the lumber which might be called for to meet the growth and construction work, not only of the city, but in the development of our adjacent oil fields as well. This company has furnished a considerable portion of the timber and lumber used in the oil field work and is spoken of by the developers in the oil line as one company that, by the stock carried, is prepared to make immediate delivery on all orders.

All kinds of lumber and a full assortment of building material of every description is carried by this company. The yards are so arranged as to carry the large stock in such a manner as to make each separate item readily available, thus saving time and cost in filling their every order and helping to

give the customer the reasonable prices for which the company is well known. An advantage possessed by this company is the previous building experience of Mr. A. J. Haynes, who was for a number of years an active building contractor. In stocking his lumber yard and warehouses Mr. Haynes has taken advantage of the knowledge gained in his construction experience to provide everything that goes into the construction and finishing of a building, which permits builders to buy at the one place their full needs and which also permits purchasing in the majority of cases at a considerable saving, due to lowered handling costs and the fact that but one profit need be figured on their entire building material needs.

A. J. Haynes is not only a good business man but is as well one of our citizen assets always ready to do his full share in any work or movement which will advance our city and the prosperity of our citizens.

Business Always Good for Lovelle Ott



Left to Right: Meats, Groceries, Fruits, Vegetables
—Photo by La Plante

There are no more up-to-date meat markets anywhere than the markets operated by L. Ott, in the Weitzel Market at 1929 Carson street and at Daley's, Inc. at 1939 Cabrillo avenue.

As the name implies, these markets are conducted on rock bottom prices. These two markets are a source of pleasure and convenience to the citizens of the Torrance community. They can here get any kind of meat that is obtainable in any city, and at the most reasonable price. Both of these markets carry a full line of both fresh and smoked meats of the finest quality. They carry also an exceptionally complete line of fresh fish and, in season, oysters, lobsters, and other sea food.

This firm has always made it a point to buy its meats only from the best packers, because it really pays to have only the best grades, even if the prices paid are a trifle

higher than those asked by the cheaper establishments; thus the Rock Bottom Markets are able to offer to the people of the community the best, and only the best, in meats at all times.

The delivery service of these markets is as good as careful attention to business can make it, and they are prepared to make deliveries to any part of the city.

The Rock Bottom Meat Markets have established a reputation of making good every assertion made in their advertising, and can be depended upon to do exactly what they say they will do. The management believes in being absolutely fair with patrons, and will not offer them goods that are inferior in quality. Both of these markets are attractively arranged so as to properly display the goods handled. The first impression of a customer, which is usually a lasting one, will be such as to result in his becoming a regular

customer. The business of these markets has been built up by the careful manner of handling the wants of every customer and always treating the customer right. Both new and old customers can trade here without fear of receiving goods that are not in every way the best.

Do You Know—

That no city of the size of Torrance in the state has fire equipment to equal that of Torrance?

That Torrance general public improvements are all paid for, so that buyers of land do not assume part of a big community debt?

That Torrance did not grow like Topsy—but is developing along lines of a plan, carefully devised?

Howard's Store Helps Make City Commercial Hub

Jewelry Firm Attracts Trade From Whole Torrance District

In enumerating the business assets of the Torrance community which contribute to the popularity of Torrance as the preferred trade center throughout a constantly widening district we must give prominent mention to Howard's, successor to the House of Parr Values, located at 1503 Cabrillo avenue.

Howard S. Smith, owner and active manager of this establishment, conducts a business that would command a position of leadership in any city of even twice the size of Torrance. Howard's store is not of importance alone by reason of its high-class and

complete stock of merchandise but for its manufacturing department as well. Mr. Smith maintains a manufacturing department wherein old jewelry and watches can be re-modeled and repaired to a point of good appearance and serviceability equal in every respect to that possessed when new.

The stock, which is tastefully and conveniently arranged for display, consists in its every item of a personally selected stock. Mr. Smith has made it a policy of his business conduct and development never to offer space in his stock of goods to goods that could not be sold with his reputation back of them. The reputation of this establishment as it has been built by Howard S. Smith has come to mean to the people of the community the highest quality in both material and workmanship at the greatest value purchasable at the prices for which the goods are sold.

The stock covers all varieties of jewelry, ranging from the range from tableware, personal jewelry and adornment jewelry to tooled leather goods and art glass and through to precious stones. Mr. Smith handles an exceptionally fine line of precious stones. He is prepared to sell diamonds of the first water

and perfect cut of that life and brilliancy which makes diamonds so desirable, at the most reasonable prices, and is prepared to mount the diamond of your selection in any style setting the customer might desire. This same holds true in stock and service in practically all the precious stones.

Mr. Smith has a hobby. That hobby is watches. He is most happy when working on the most intricate watch. He has installed the latest and best equipment to assist in this line of work and is prepared to give the best of service in the watch repair line. He sells all American-made watches and the Bulova Swiss line.

The optical department of this business, which is always under the supervision of a competent optician, has the advantage of the most modern and scientific equipment, backed by a proficiency that assures the customer such fitted glasses as will not only take care of the deficiency in vision but such as are most liable to assist in a cure of the defect in vision.

Howard S. Smith is not only to be referred to as one of Torrance's most successful and progressive business men but as one of our citizen assets as well.